

Torrance Herald

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AUTOMOTIVE MART A CREDIT TO TORRANCE BEAUTIFUL NEW CENTER OPENS ON SATURDAY

COMPLETE SERVICE PLANT

Torrance Motor Company Invests \$8,000 in Auto Service Apparatus

JACK BARNES MANAGER

Well Known Business Man Is Associated With Jack Hanson

Complete automotive service down to the most minute detail—that is what the Torrance Motor Company will be able to offer motorists when the new automobile center building at Marcelina and Cravens avenues opens Saturday, Dec. 29.

Jack Hanson and Jack Barnes, who are associated in the business, expended upwards of \$8,000 in new service equipment. Without question the various departments, housed in the spacious yard or in the attractive new building will constitute the most complete and modern auto service station in this part of Southern California. In the service station Standard Oil products will be sold. The gasoline and oil



J. W. (JACK) BARNES

dispensing apparatus is so situated that motorists can drive in and out with the utmost ease. All of the other service departments open directly to the yard.

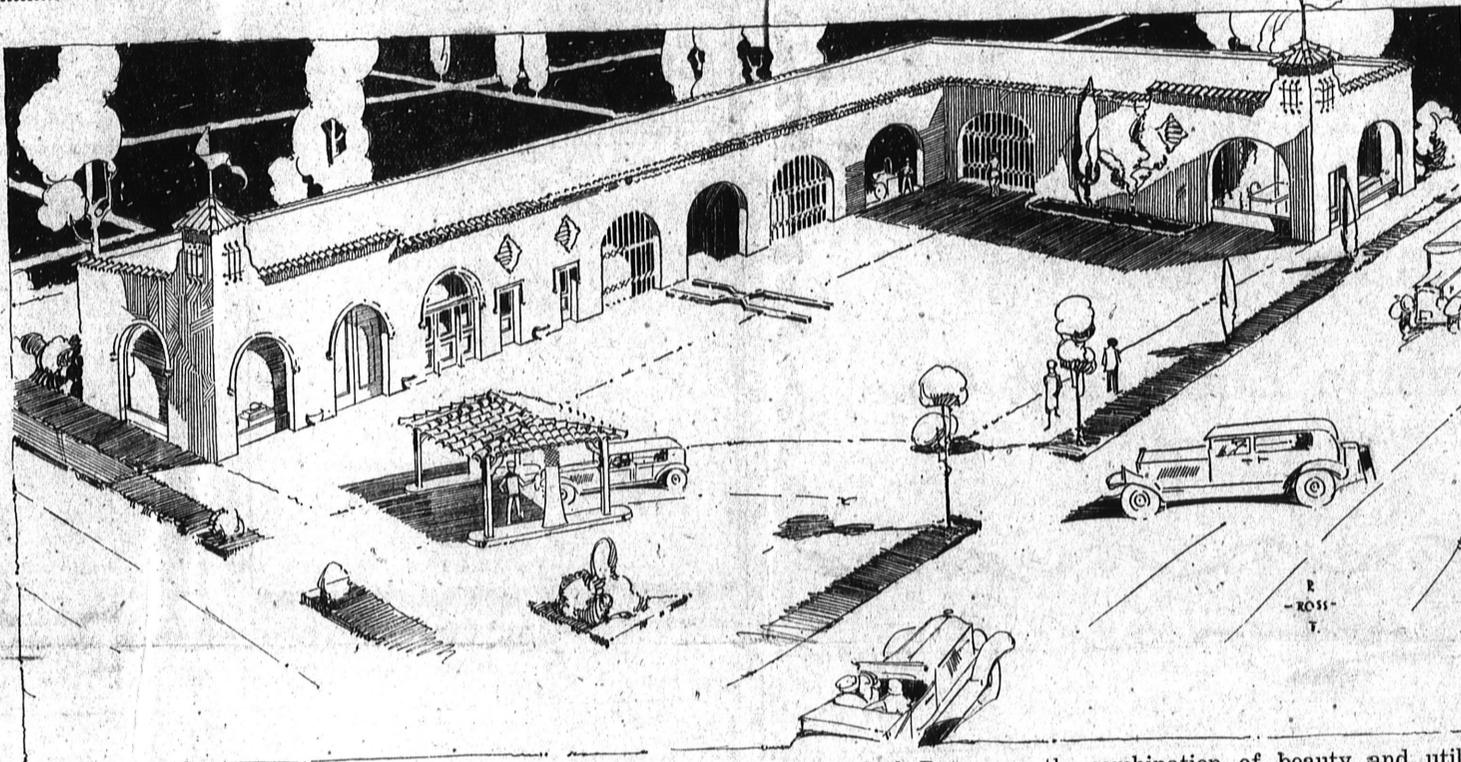
A unique feature of the brake department is the testing apparatus. The brakes on every car driving up to the gasoline station on the inside track are automatically tested without charge. Dials register the braking power on each wheel and the slightest variation in shown.

The free air apparatus is also unique. No tire gauge is needed. An apparatus is attached to the hose. This may be set at the pressure desired in the tires. When the exact amount of air required has rushed into the rubber a bell rings.

Easily accessible in the yard is a hydraulic hoist to lift cars for greasing. This department is equipped with several pressure guns for greasing. One of these is a

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NEW HOME OF SERVICE, CHEVROLETS AND AUTO TIRES AT CRAVENS AND MARCELINA



Everyone in Torrance is congratulating Fred Palmer, Jack Hanson and Jack Barnes on the combination of beauty and utility which they have built into the new homes of the Torrance Motor Company and the Palmer tire sales and service business. The drawing above is an architect's sketch of the building which is now nearing completion and which will be formally opened to the public Saturday, Dec. 29.

The structure is the last word in automobile sales and service construction. Here the motorist will be served with the latest equipment in all departments.

The gasoline service station and all automotive service and repair will be handled by the Torrance Motor Company owned by Jack Hanson and Jack Barnes.

Mr. Palmer will deal in tires and tire repair work exclusively.

Complete details of the special equipment in the various departments appear elsewhere on this page.

REFLECTORS AND FLOOD LIGHTS ARE FEATURE OF AUTOMOBILE CENTER

The lighting equipment in the new homes of the Torrance Motor Company and Fred Palmer, tire merchant, is worthy of note.

On the outside of the building at intervals along the ground are located seven large lighting fixtures. These will be fitted with powerful colored lamps, backed by reflectors, so that colored hues will be thrown up along the building at night, giving the whole structure a beautiful effect.

In addition there will be a large flood light on the top of each tower at both ends of the building which will flood the whole service yard with white light at night. A third flood light will shine down on the gasoline station at night.

Flood lights have been installed inside the building at several points as well.

COMFORT OF PATRONS IS BUILT INTO EACH DEPARTMENT OF NEW EDIFICE

The comfort and ease of the public is built into every department of the Torrance Motor Company's new service station and the Palmer tire sales and repair home at Cravens avenues.

Motorists driving into the spacious yard will find every possible facility for tests and service on automobiles.

In addition other novel features have been provided. A public telephone station has been installed for the convenience of patrons.

A retiring room for ladies will be tastefully appointed and fitted with comfortable chairs, so that women may rest while their cars or tires are being serviced.

Every department of both companies is accessible directly from the yard. The Chevrolet show room and garage building erected by Sam Levy for the Torrance Motor Company opens directly to the building erected by Mr. Palmer.

Expert service station designers declare that no station in Southern California is so well designed for complete and facilitated service to the public.

New Chevrolet Will Be Shown in Fine New Home on Saturday

Jack Hanson Invites Public to Inspect New Show Room and See the Six-Cylinder "Chevie" on Dec. 29

Jack Hanson of the Torrance Motor Company announced yesterday that the new six-cylinder Chevrolet will be on display in the company's beautiful new show room at Cravens and Marcelina avenues Saturday.

The public is cordially invited to inspect the new model and the company's new sales, parts and service departments.

The Chevrolet show room is beautifully designed and decorated. Two large oval windows flood the room with natural light. The walls are decorated in tan. Large flood lights will shine down on cars on display at night.

Opening to the show room are the company's offices and the parts department, which will be supplied at all times with a complete stock of parts and accessories.

The career of Mr. Hanson in Torrance has been one of steady progress. He came to Torrance six years ago last November, and associated himself with L. A. Wetzel as a Chevrolet dealer. Their little business was located in

the building with the Tolson Transportation Company.

Three months later the sales and service rooms were moved to the company's location on Cabrillo avenue. In the fall of 1924 Mr. Han-



Photo by LaPlante

JACK HANSON

son purchased the interest of Mr. Wetzel. J. W. (Jack)

Congratulations on New Auto Mart

On behalf of the people of Torrance and Lomita, The Torrance Herald and Lomita News congratulate Fred Palmer, Jack Hanson and Jack Barnes on the completion of the new homes of The Torrance Motor Company and the Fred Palmer tire sales and service enterprise at Cravens and Marcelina avenues. The new automotive center is a credit to this entire district. On the lips of all are words of praise for this high class development. We are certain that the public will show its appreciation on Saturday by attending the opening of the new buildings.

Messrs. Palmer, Hanson and Barnes deserve the highest praise for their vision in combining beauty with utility in their new homes. It is such development which builds a city.

Barnes joined the company a few months ago.

The opening of the company's beautiful service station, garage and Chevrolet agency on Saturday marks another forward step in a company which is an important part of the commercial life of the Torrance district.

Remember the date, Saturday, Dec. 29, and attend the opening of the New Auto Mart, one of the finest of its kind in the South Bay district.

PALMER'S TRADE GROWS

Well Known Tire Merchant Sells Goods All Over So. Calif.

HANDLES GENERAL, LEE

New Home Is Equipped with Most Modern Repair Equipment

The opening of the new automotive center at Cravens and Marcelina avenues Saturday will mark another forward step in the commercial career of Fred Palmer, tire merchant.

Mr. Palmer is numbered among the business pioneers of the city and his business has grown steadily. He began in business here before the war. Enlisting in the army he served his country in France and returned after the war to Torrance and the tire business again.

Since that time his sales have steadily increased and his tire service department grown in proportion. Mr. Palmer's tire sales are not



Photo by LaPlante

FRED PALMER

confined to Torrance and Lomita. In a highly competitive market he sells tires all over Southern California, doing a large amount of business with operators of fleets of cars and trucks.

With the opening of the new home at Cravens and Marcelina Mr. Palmer will offer Lee tires as well as Generals. Both brands are well known.

The tire repair department will be the most modern and well equipped possible. New vulcanizing machinery has been installed and other apparatus which is the last word in tire repairing and service.

The Palmer sales and service departments are located in the eastern wing of the new building. A large oval window looking out on Marcelina avenue gives an opportunity of show-window display and provides light for an attractive sales room. The service and repair de-

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